

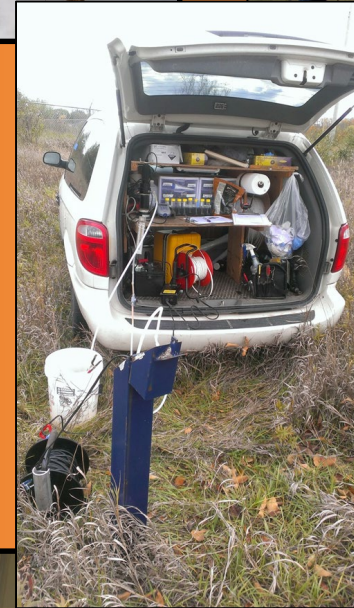
SampleServe

**Environmental Sampling and
Data Reporting Automation**

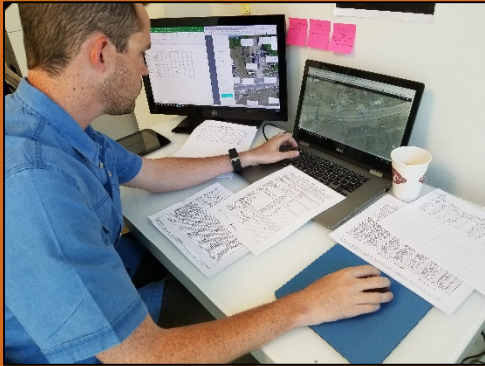
Russell Schindler
231-218-7955
russell@sampleserve.com

Investigations and Reporting Required By Law!

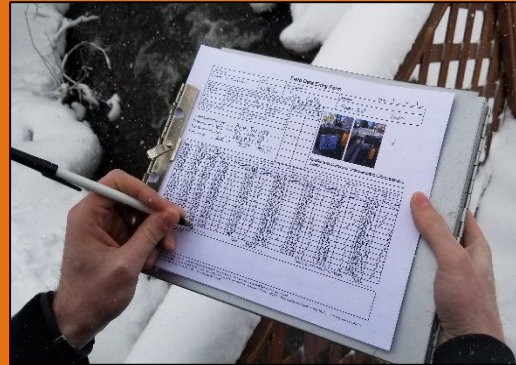




The Problem – Project Management and Data Management.



**Project Management -
Work Scope Details**



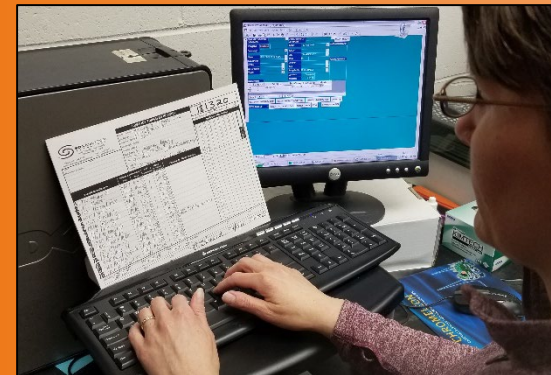
**Handwritten Data
& Field Notes**



**Handwritten Sample
Bottle Labels**

CHAIN OF CUSTODY RECORD									
XENCO Laboratories									
ANALYSES REQUESTED									
REMARKS									
1	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
2	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
3	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
4	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
5	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
6	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
7	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
8	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
9	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
10	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
11	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
12	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
13	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
14	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
15	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
16	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
17	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
18	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
19	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00
20	MR-10	5/8/11	11:00	0.00	0.00	0.00	0.00	0.00	0.00

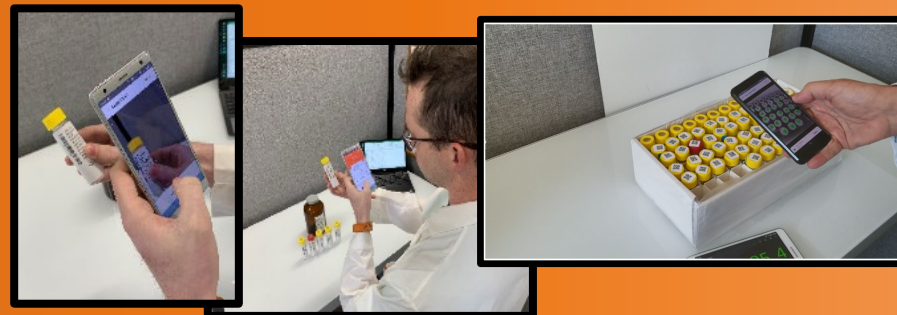
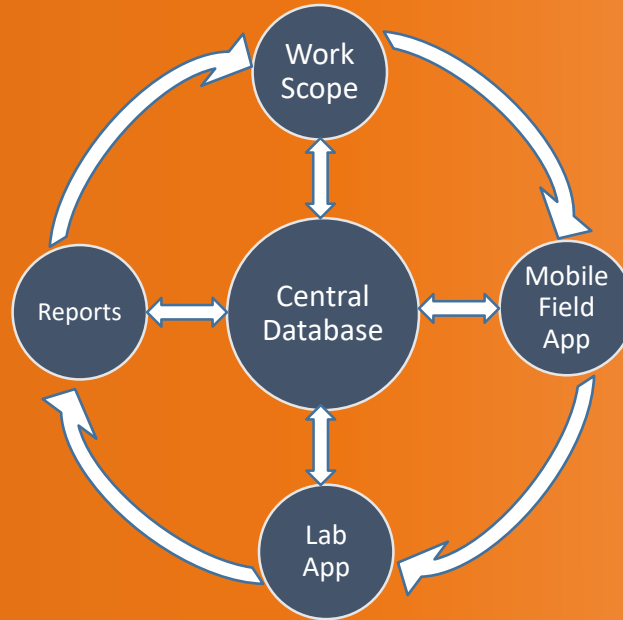
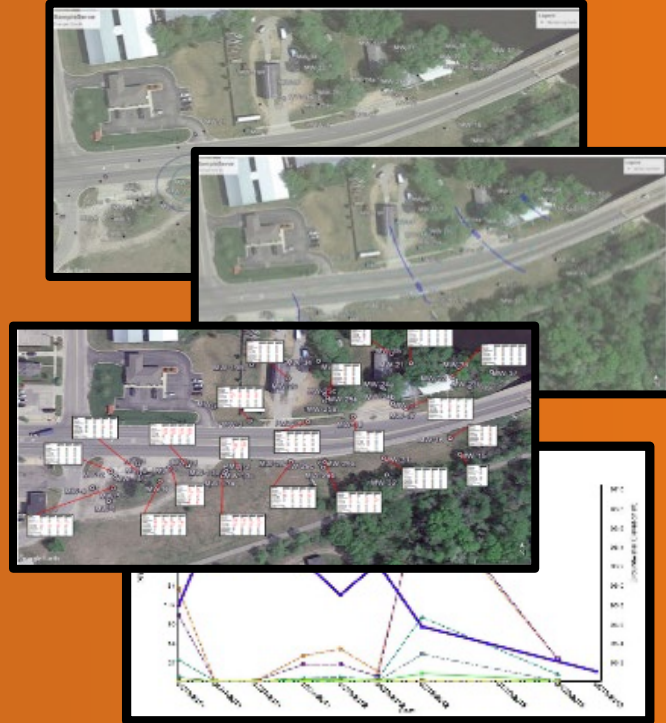
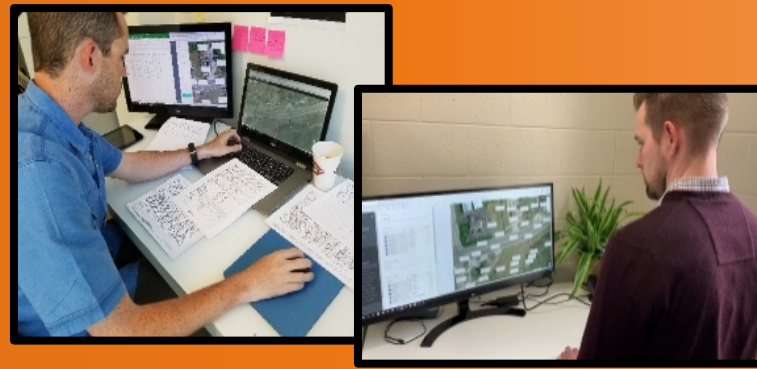
**Handwritten Lab
Instructions**



Manual Data Entry

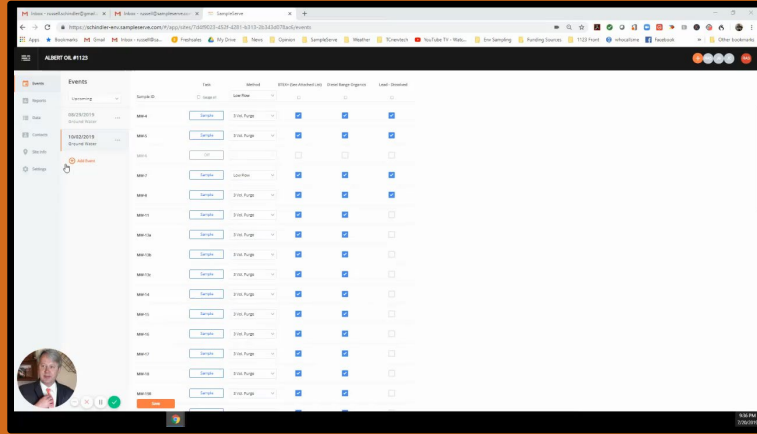


The Solution: Platform of Connected Software and Mobile Apps



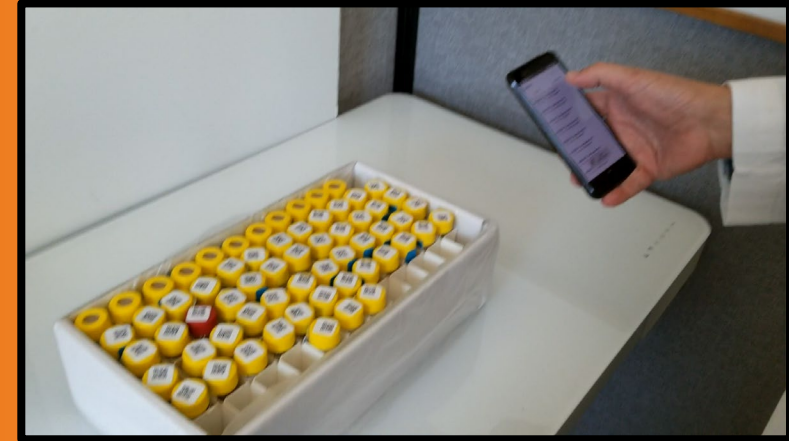
4 Parts To The Platform

1 -



Project Management Tool

3 -



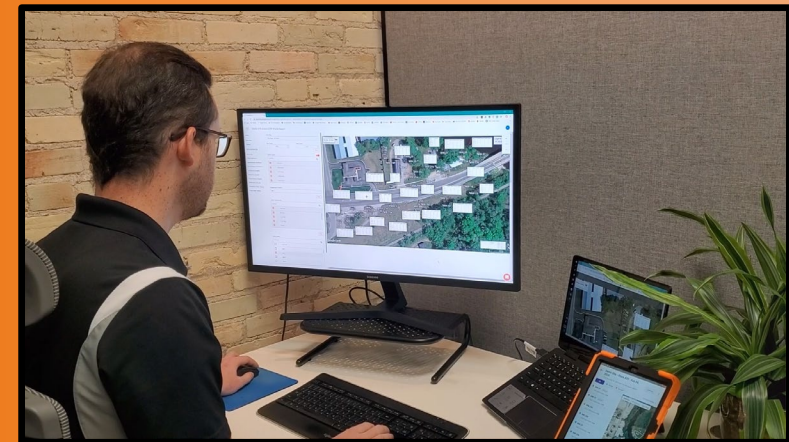
Lab App – Logging Samples

2 -



Field App - QR Code Label Printing

4 -



Report - Generator



Key Technology: Digital Chain-Of-Custody

Sample

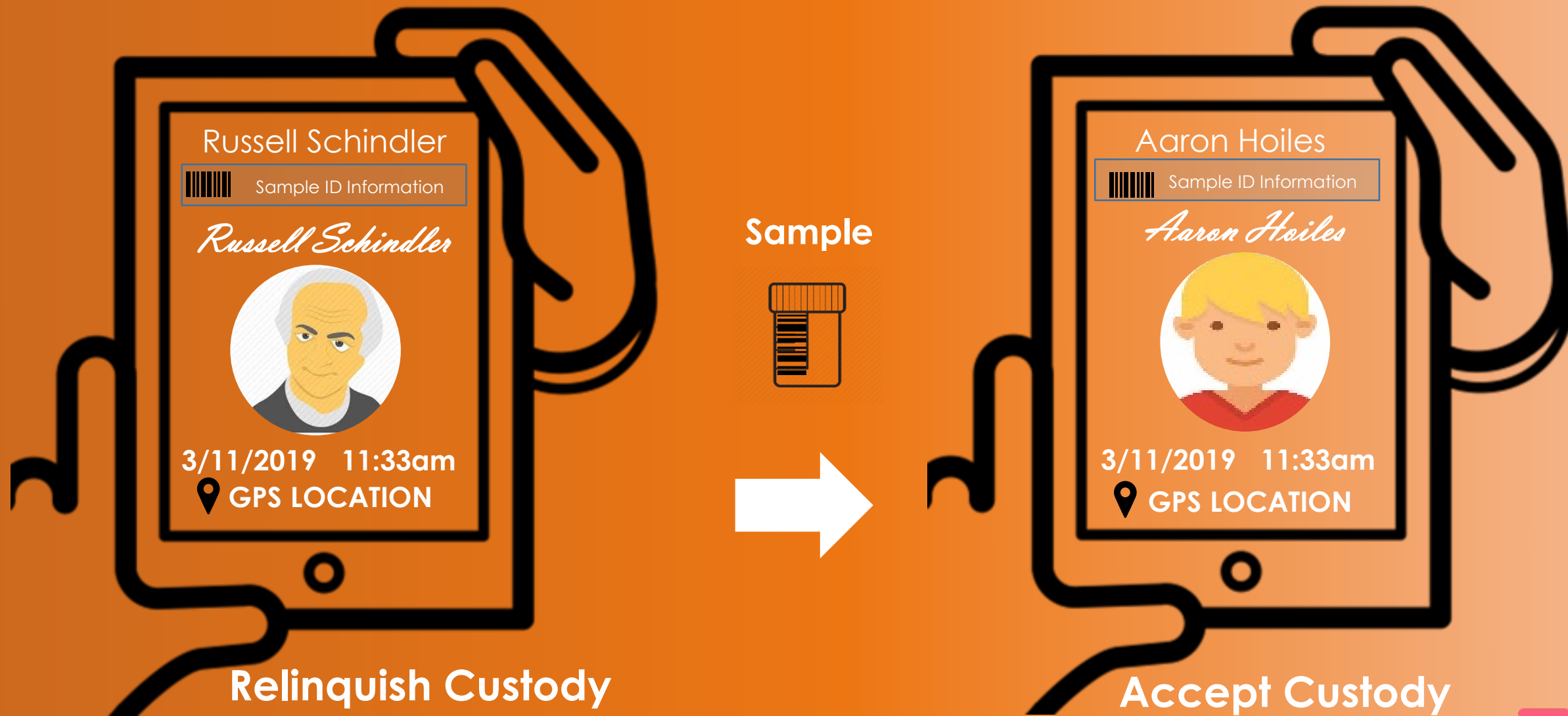


- Username and Password
- Signature
- Selfie
- Date/Time & GPS Location
- Print Label w/ Bar-Code and/or QR-Code
- Patents Include Other Bio-metrics

Patents #10,198,676 and #10,281,367



Key Technology: Digital Chain-Of-Custody

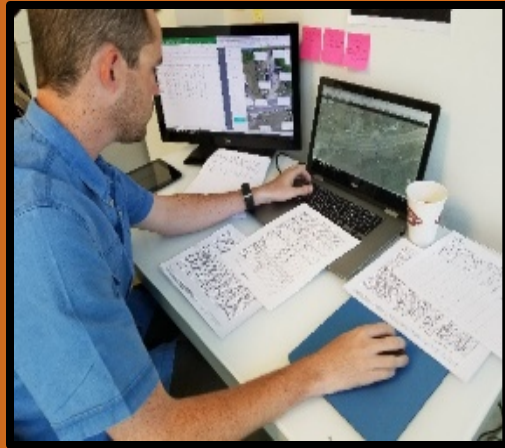


Patents #10,198,676 and #10,281,367



Business Model

Project Management Tool



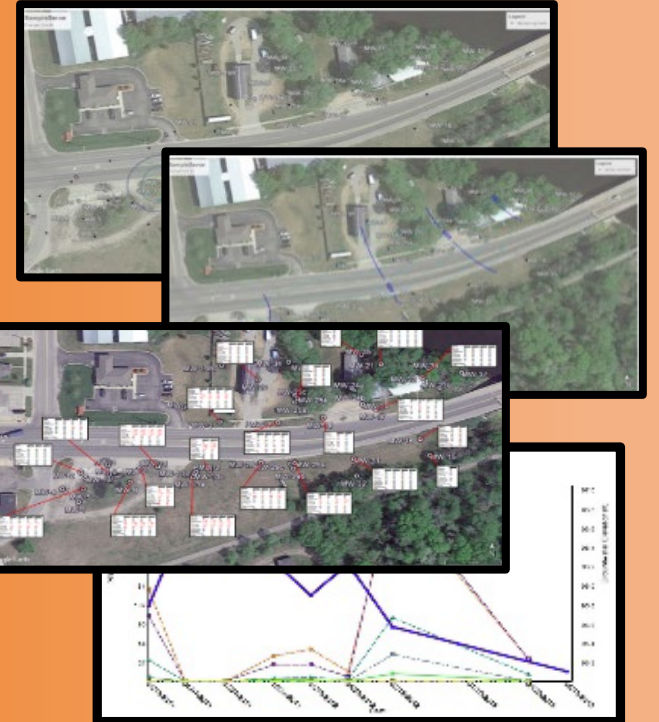
Field App - QR Code Label Printing



Lab App - Logging Samples



Revenue From the Report Generator

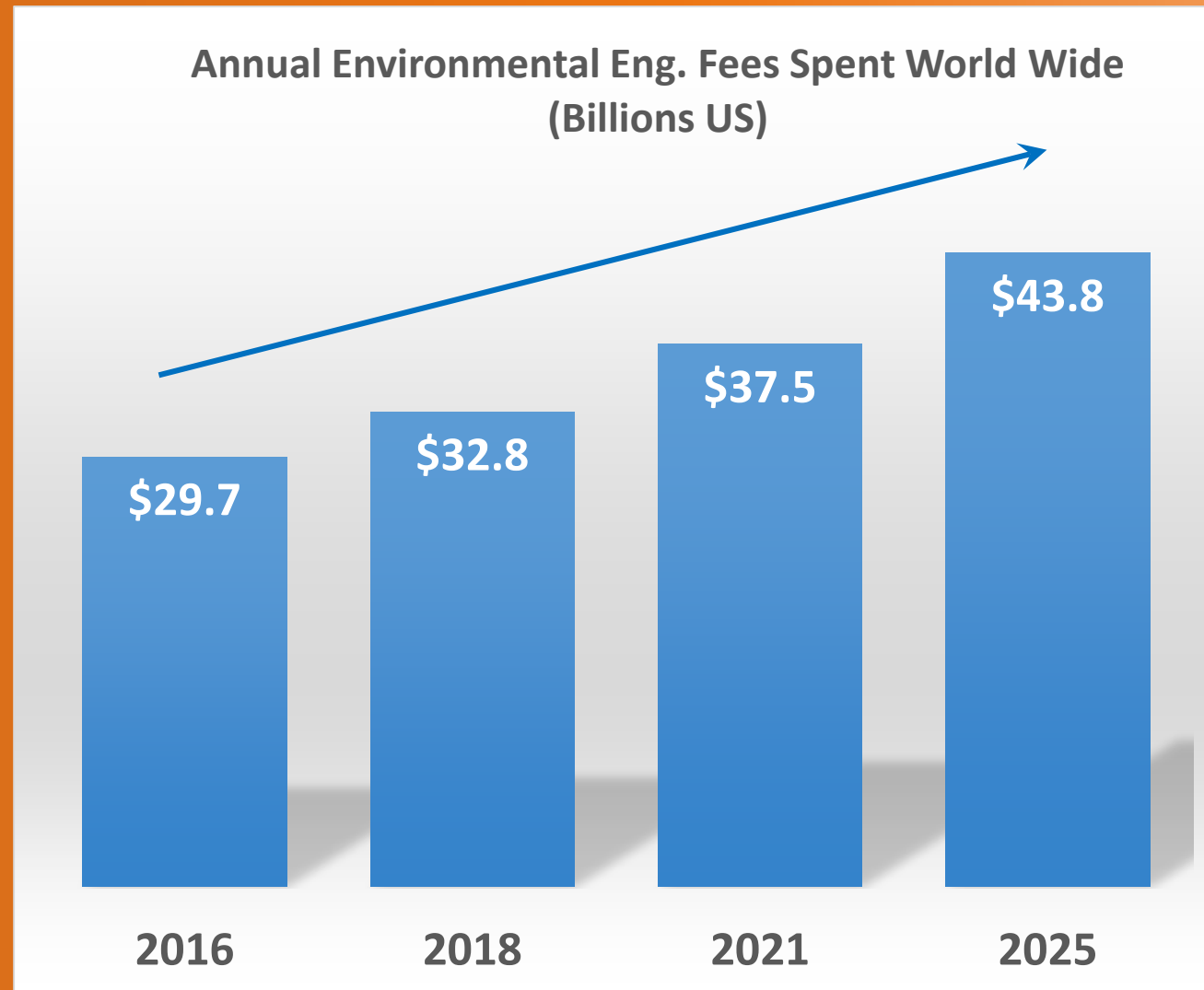


Freemium

\$15 / Sample – Report Cost Based On Number Of Samples Collected



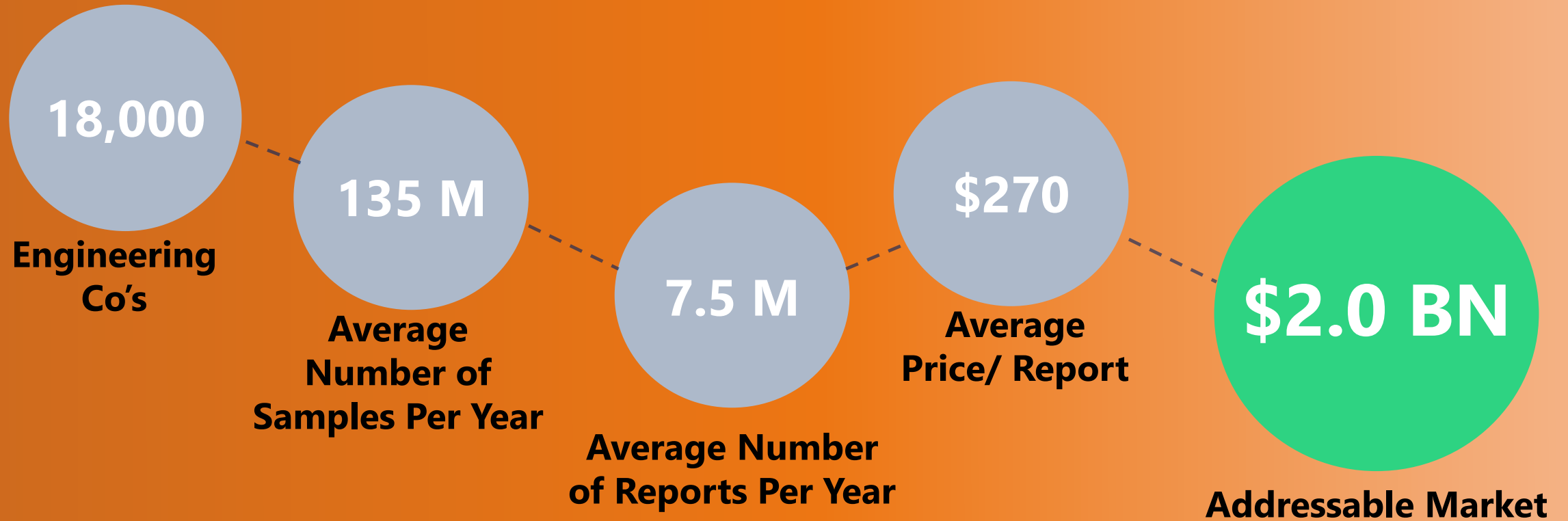
The Environmental Engineering Services Market



Driven by ever-increasing environmental regulations and environmental liability!

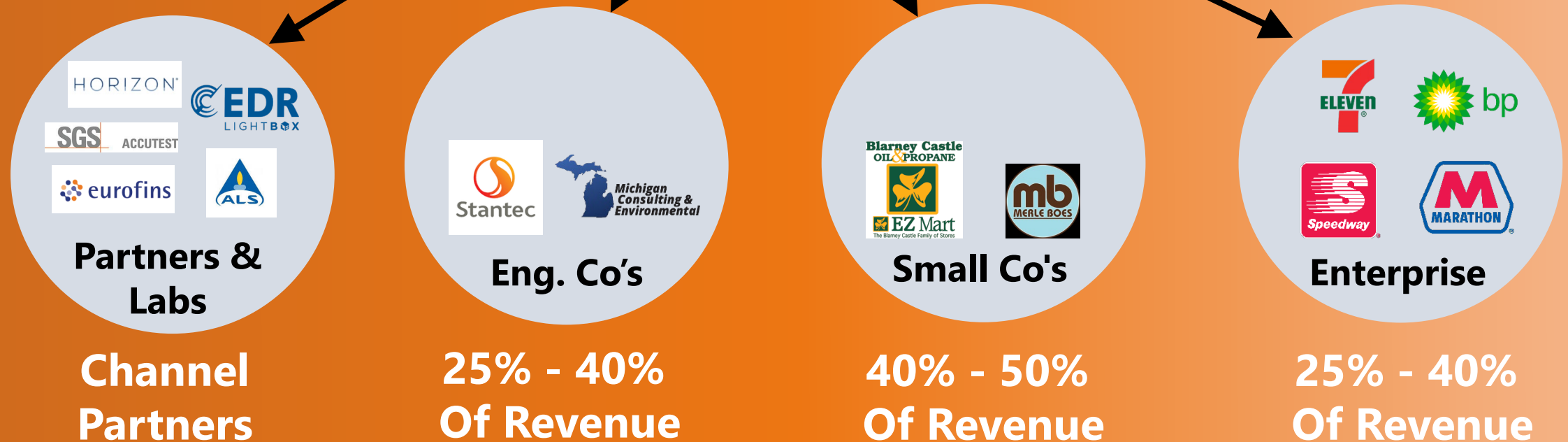


Opportunity



Customer Acquisition & Traction

Sales & Marketing



Projected Financials

SampleServe, Inc. - Software Financial Summary

Income Statement	2020	2021	2022	2023	2024
Units - Samples (~ \$15 each)	27,682	523,861	2,631,135	4,985,879	9,508,767
Net Revenue	415,228	7,857,908	39,467,028	74,788,188	142,631,510
Cost of Goods	4,569	10,597	25,239	60,114	143,179
Gross Margin	410,659	7,847,311	39,441,789	74,728,074	142,488,331
General and Administrative	179,975	261,249	292,082	323,327	353,288
Sales and Marketing	190,059	1,741,575	4,971,545	8,607,122	13,955,102
Research and Development	619,867	1,187,292	1,652,666	2,060,011	2,687,252
Operating Expenses	989,900	3,190,116	6,916,294	10,990,461	16,995,643
EBITDA	(579,241)	4,657,195	32,525,495	63,737,613	125,492,688
Net Income	(530,366)	3,081,795	21,400,249	42,275,383	128,527,623
Cash Balance	4,046,483	6,931,171	27,493,827	68,784,798	199,505,725
Aggregate Outside Equity	4,600,000	4,600,000	4,600,000	4,600,000	4,600,000
Total FTE	10	27	48	69	90

Yearly Value of 1 Project = \$1000 - \$4,000
Lifetime Value of 1 Project = \$10,000 to \$100,000



The Competition

		SampleServe	Status Quo Eng. Co.'s	Promium	Data Forensics	QNOPY	ATLab
Field App	Digitally Record Field Data	Yes	No	Yes	Yes	Yes	Yes
	Printed QR Coded Labels	Yes	No	No	No	No	No
	Digital Chain-Of -Custody	Yes	No	No	No	No	No
	Low Flow Calculator	Yes	No	No	No	Yes	No
	Fees	No	Yes	Yes	Yes	Yes	Yes
Reports	Data Box Maps	Yes	Yes	Yes	Yes	No	No
	Groundwater Contours	Yes	Yes	No	No	No	No
	Iso-Chemical Contours	Yes	Yes	No	No	No	No
Lab App	Direct Communication	Yes	No	No	No	No	No
	Lab Bottle Orders	Yes	No	No	No	No	No
	Lab Sample Login	Yes	No	No	No	No	No
	Find My Bottle	Yes	No	No	No	No	No



The SampleServe Team

Russell Schindler



- **CEO**
- **Professional Geologist**
- **33 Years Experience**

Frank Swierz



- **CTO**
- **Leads Product Development.**
- **20 Years with Thomson Reuters**

Paul Mead



- **Operations**
- **Strategy and Execution**

Eric Bergsma



- **Controller**
- **MBA**
- **34 Years Experience**



Additional Market Verticals / Products

Drinking
Water Sampling



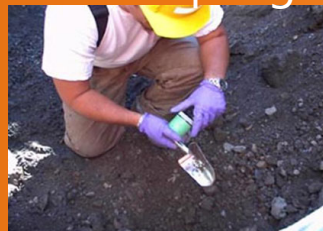
BETA Version
Released Jan. 30, 2020

Cannabis Sampling



BETA Version
Nov. 2020

Soil Boring Log
& Sampling



BETA Version
Nov. 2020

COVID-19



Soil Vapor
Sampling



Wastewater Sampling



Air Stack Sampling



Wetlands/Aquatics
Sampling



Asbestos Sampling



Forensic Sampling





Fund Raising

\$500,000

- **Bridge Round: \$500,000**
- **Previous:**
 - **Seed 2 Round:** \$765,000 ended Feb 2020
 - **Seed 1 Round:** \$1,100,000 closed Feb 2019
 - **\$300,000**, 3-year note (converted to Equity Dec. 2019)

Anticipated Future Round: \$3Mil 1st Quarter 2021

- **USE OF FUNDS**
 - Customer Acquisition/Support



Anticipated Exit In 3 - 6 Years Via Acquisition.

Software
Companies



Engineering
Companies

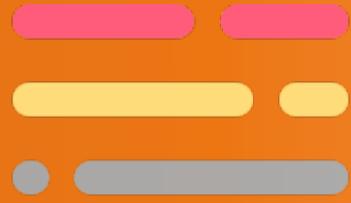


Laboratories



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SampleServe

Thank You!

Russell Schindler

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